

CLAIMS

What is claimed is:

- 1 1. A method for providing on-demand advertising, comprising the steps of:
 - 2 providing advertising information for at least one item, wherein the at least
 - 3 one item is associated with at least one scene of a television program;
 - 4 receiving 402 the advertising information along with a broadcast of the
 - 5 television program;
 - 6 selecting one of a plurality of display modes, wherein the plurality of
 - 7 display modes comprises an advertisement mode;
 - 8 alerting a viewer when the advertising information is available for the at
 - 9 least one item of the at least one scene; and
 - 10 displaying the advertising information on a display along with the
 - 11 broadcast of a television program.

2. The method of claim 1, further comprising the steps of:

- 2 providing the broadcast of a television program;
- 3 transmitting the advertising information along with the broadcast of the
- 4 television program; and

5 storing the received advertising information.

1 3. The method of claim 1, wherein the plurality of display modes further

2 comprises a non-advertisement mode and a stored advertisement mode.

1 4. The method of claim 1, wherein the step of alerting comprises providing at
2 least one alert to a viewer when an advertisement is available for at least one item in a
3 displayed scene, wherein the at least one alert comprises a tone and at least one displayed
4 mark.

1 5. The method of claim 4, wherein the displayed scene comprises currently
2 displayed scenes, previously displayed scenes, and scenes that are to be displayed in the
3 future.

1 6. The method of claim 4, wherein the at least one displayed mark is
2 superimposed over the broadcast of a television program on the display.

1 7. The method of claim 4, wherein the at least one displayed mark comprises
2 an indicator that the advertising information is available for the at least one item in the
3 displayed scene.

1 8. The method of claim 4, wherein the at least one displayed mark comprises
2 an indicator for each item for which the advertising data is available, wherein the
3 indicator is representative of the item to which the indicator corresponds.

1 9. The method of claim 8, further comprising the step of requesting the
2 advertising information, wherein the step of requesting comprises selecting the indicator
3 corresponding to an item in which the viewer is interested.

1 10. The method of claim 3, wherein the stored advertisement mode causes all
2 of the advertising information for the television program to be stored, wherein the stored
3 advertising information is recalled and viewed at a time that is different from a display
4 time of a scene in which an advertised item appears.

1 11. The method of claim 1, wherein the step of displaying comprises
2 superimposing the advertising information over the broadcast of a television program on
3 the display.

1 12. The method of claim 1, wherein the step of displaying comprises
2 displaying the advertising information on a portion of the display along with the

3 broadcast of a television program, wherein the portion of the display is selectable by a
4 viewer.

1 13. The method of claim 1, wherein the advertising information is received
2 simultaneously with the at least one scene in which the identified at least one item
3 appears.

1 14. The method of claim 1, wherein the advertising information is received
2 prior to receipt of the television program, wherein the prior received advertising
3 information is stored.

1 15. The method of claim 14, further comprising the step of receiving timing
2 data that links the advertising information to the corresponding at least one scene.

1 16. The method of claim 1, wherein the television program comprises live
2 television programs, prerecorded television programs, live television commercials, and
3 prerecorded television commercials.

1 17. The method of claim 1, wherein the at least one item comprises at least
2 one product and at least one service.

1 18. The method of claim 1, further comprising the step of controlling
2 presentation of the advertising information using an electronic program guide, wherein
3 the electronic program guide provides programming information for a plurality of
4 broadcasting stations.

1 19. The method of claim 1, further comprising the step of providing electronic
2 links to at least one manufacturer and at least one dealer of the at least one item using the
3 advertising information, wherein the electronic links comprise links to Web pages and
4 electronic catalogs.

1 20. The method of claim 1, further comprising the step of electronically
2 ordering the at least one item using the advertising information.